



# Producing for Web 2.0: A Student Guide (Media Skills)

*Jason Whittaker*

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**Producing for Web 2.0: A Student Guide (Media Skills)** Jason Whittaker

*Praise for the previous edition:*

**'Gives an excellent insight into the main issues of creating a website and offers a good foundation of knowledge.'** – *i.net*

*Producing for Web 2.0* is a clear and practical guide to the planning, set up and management of a website in web 2.0. It gives readers an overview of the current technologies available for online communications and shows how to use them for maximum effect when planning a website.

*Producing for Web 2.0* sets out the practical toolkit needed for web design and content management. It is supported by a regularly updated and comprehensive Companion Website at: **www.producingforweb2.com** where readers can see examples of programming and demonstrations of concepts discussed in the book, as well as trying things out themselves.

*Producing for Web 2.0* includes:

- illustrated examples of good design and content
- advice on content, maintenance and how to use sites effectively
- tips on using multimedia, including video, audio, flash, and images
- a chapter on ethics and internet regulations for journalists and writers
- tutorials for the main applications used in website design
- step by step guides to difficult areas with screenshots
- guides to good practice for all those involved in publishing news online.

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